



**Design Review Board (DRB)  
Staff Report**

Exterior Renovation

Case # 20-59:

80 Virginia Ave  
Memphis, TN 38106

Applicant:

Amelia Carkuff  
Parachute Investment Company  
1350 Concourse Ave  
Memphis, TN 38104

Background:

DRB review is required for the exterior elements of this project because it received a PILOT from the Center City Revenue Finance Corporation (CCRFC) at its September 4, 2018 meeting.

The subject property is a vacant 3-story industrial building (ca. 1949). The owner plans to convert the building into a 24-unit multifamily residential building, with 1,000 sq. ft. of commercial space on the ground floor.

Project Description:

The existing building is a 3-story concrete structure with a grid of 18 brick panels on each elevation (six on each floor), with the exception of the west elevation, where the existing brick infill panels have been removed from the top two floors. The planned renovation restores this basic design, while adding necessary features to adapt the building to residential use.

On the south elevation, facing Virginia Avenue, three panels on the southeast corner will be replaced with a new glass storefront system to accommodate the building's commercial space. The panel to the west of this storefront will contain two doors leading to the residential portion of this building, and a decorative "green wall" will be placed vertically across the first through third floor panels on the west end of the building's south side. Windows for the residential units will be added to the remaining brick panels. The existing canopy on the south elevation will be removed, and a new wooden canopy will be installed at a slightly lower height (at the top of the first floor). The existing concrete loading dock on the south elevation will also be removed, putting the new entrances on the same grade as the sidewalk.

On the east elevation of the building, the ground floor panel on the southeast corner will continue the storefront from the south elevation. Only two new windows will be added on the second and third floor of the east side, along with two new doors on the ground floor. The two doors leading onto the existing fire escape will be replaced with new doors, and the fire escape itself will be retained.

On the north elevation, residential windows will be added to 14 of the brick panels. A new residential entrance with storefront windows will also be added to the north side of the building, with stairs and a concrete ramp for accessibility.

On the west elevation, brick will be used to infill the second and third floor openings where brick infill panels had previously existed. Windows for the residential units will be installed on all 18 panels on the west side.

A new surface parking lot will be added to the .42 acre parcel adjacent to the north and west sides of the building. On every elevation of the building, the existing concrete structure and brick infill panels will be cleaned and painted. The existing concrete and block walls at the base of the building will be repaired when possible, and replaced when necessary. Mechanical systems on the roof of the building will be screened with corrugated metal siding.

**Staff Report:**

Staff believes that the proposed exterior renovation is a strong example of an adaptive reuse project, and aligns with the Design Review Board's goals and the Downtown Design Guidelines. Although the project adapts a previously-industrial building to a dramatically new use, the fundamental character of the building remains intact. The defining pattern of the building – a visible concrete framework with a grid of brick panels is retained and restored in the new design. Original materials have been repaired and maintained where feasible. The end result is a residential building that embraces its original industrial character.

**Staff Recommendation:**

**Staff recommends approval, with the condition of additional approval for public art and signage at a later date.**